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Internet based Social Networking Services

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Abstract- Social networking is the practice of increasing the social contacts by making connections through individuals via social media sites such as Facebook, Twitter, LinkedIn and Google+. So Social Network plays an important role as the Online platform for communication through Social Networking Services. This has lead to rise a question about the communication procedure of SNS. The effort have been made in the scholarly journals are to provide evidence that Social Networking Analysis. The purpose of the study is to discuss the architecture of Communication in Social networking site. In addition of this paper present the types of Social Network and it Component. This paper aims to provide specialized areas of Social Networking for future study.

Keywords- *Social Networking Service (SNS), Content based Social Network(CSN), Profile based Social Network(PSN).*
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I.   INTRODUCTION

The concept of Internet facilitated Social Networking is not new – we have evidence of the development of the concept and the technologies over decades. However ,Web 2.0 technologies and the emergence of Social Networking sites has expanded accessibility and use beyond levels that may have thought imaginable just two or three years ago. Depending on the social media platform, members may be able to contact any other member. Some services require members to have a preexisting connection to contact other members.

While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the Web to facilitate such connections has led to an exponential and ongoing expansion of that phenomenon. In addition to social media platforms, the capacity for social interaction and collaboration is increasingly built into business applications. With the advent of Social networking on the Internet, the great impacts of social interaction have migrated into the online environment in order to enable multiple users to share opinions, expertise, experiences, and interest to each other and further reduce the barriers to collaboration, skill- development.

II.   TYPES OF SOCIAL NETWORKS

- Ego-centric Social Networks: These types of networks are connected with a single node or individual. Source is connected to permitted destination only. For example, you, the node, connected to all your close friends.

- Socio-centric Social Networks: These types of networks are closed networks by default. It covers the restricted area. Two commonly-used examples of this type of network are children in a classroom or workers inside an organization.

- Open-System Social Networks: These types of networks having the boundary lines and are not clearly defined. A few examples in this type of network are America's elite class, connections between corporations, or the chain of influencers of a particular decision.

III.   SOCIAL NETWORKING SERVICES

Social Networking Services (SNS) are changing the ways in which people use and engage with the internet and with each other. The number of visitors to social networking sites is increasing, so too are the numbers of new services being launched, along with the number of longstanding websites that are adding, developing or refining SNS features or tools. SNS can be broadly defined as an internet or mobile-based social space where people can connect, communicate, and create and share content with others. They allow users to manage, build and represent their social networks online, usually (but not always) made up of other individuals – networks might also include the profiles of events, companies, even political parties.
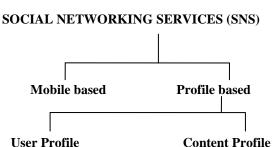
They may let you add anyone in the network as your 'friend' or contact, or they might ask for all connections to be agreed by both parties. They typically support the public display of networks - although they may offer privacy restrictions, or facilitate closed communities. Permissions are a very important feature of most SNS. They allow members and groups to control who gets access to their profiles, information, connections and spaces.

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IV. TYPES OF SOCIAL NETWORKING SERVICES

1) Mobile based social networking services

Mobile based social networking services are interact with existing web-based platforms, or with new mobile focused communities.

SOCIAL NETWORKING SERVICES (SNS)

2) Profile based social networking services

Profile based social networking services and its web sites are in two main format. It is primarily organized around users' profiles and those that are organized around collections of content. However, it's important to remember that services differ and may be characterized by more than one category.

a) User Profile SNS

Users are also quite happy to subvert the intended use of platforms to suit their own interests. Educators setting up private groups in order to make use of collaborative space and tools are a good example of this. Profile-based SNS Profile-based services are primarily organized around members' profile pages. Bebo, Facebook and MySpace, are all good examples of this. Users develop their space in various ways, and can often contribute to each other's spaces – typically leaving text, embedded content or links to external content through message walls, comment or evaluation tools. Users often include third party content (in the form of 'widgets' [link to glossary]) in order to enhance their profiles, or as a way of including information from other web services and SNS.

b) Content Profile SNS

Content-based SNS In these services, the user's profile remains an important way of organizing connections, but plays a secondary role to the posting of 9 Fred Stutzman describes these as consisting of ego-centric and object-centric networks. These are interesting but limited distinctions – profiles may not be about individuals or self representation, they may be about services, organizations, causes, imaginary people or fakest profiles – profiles of people pretending to be famous or historical figures for example. Additionally, the profile is itself an object or an artifact.

There are many people of course who have 'empty' Flickr accounts – people who have signed up to the service in order to view their friends' or families' permission-protected pictures. Shelfari is one of the current crop of book-focused sites, with the members 'bookshelf' being a focal point of their profile and membership.

Other examples of content-based communities include YouTube.com for video-sharing and last.fm, where the content is created by software that monitors and represents the music that users listen to. In the latter case, the content is primarily the user's activity and the act of listening to audio files.

V. SOCIAL NETWORKING ARCHITECTURE

Social networking is based on certain structure that allows people to both express their individuality and meet people with similar interests. Here are a few of the most common components of a social network:

- **Profile**. Profiles having the basic information such as a photo, short biography, location, website and sometimes personality questions — like who's your favorite actor and what's your favorite book. To define profile is a little piece of digital real estate.

- **Friends and followers**. Friends and followers are believed members of the site that are allowed to post comments on your profile or send you private messages. You can also keep tabs on how your friends/followers are using social networking, such as when they post a new picture or update their profile. Friends and followers are real heart and soul of social networking. It should be noted that not all social networks refer to them as friends or followers — LinkedIn refers to them as connections — but all social networks have a way to designate members as trusted.

- **Home feed:** Since the goal of social networking is to connect and interact with others, almost every social network puts a live feed of updates from friends on the home tab. This gives users a real-time glimpse of everything their friends are sharing.

- **Likes:** Like is a term to express others posting. Lots of social networks have made it easy for users to "like" another user's content by tapping or clicking something like a thumbs up or heart button. It's an easy and straightforward way to put your personal stamp of approval on something that a friend posted.

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- **Comments**. A primary focus of groups is to create interaction between users in the form of comments or discussions. Most social networks support comment sections on every type of post.

- **Groups**. Some social networks use groups to help you find people with similar interests or engage in discussions on certain topics. They are both a way to connect with like-minded people and a way to identify your interests. Sometimes, groups are called by other name such as the 'networks' based on SNS.

- **Tags:** As an alternative to groups, lots of social networks have turned to tagging to allow users to categorize their posts according to their topic. Social networks will either automatically generate a tag when you type a pound sign (#) before a keyword or require you to enter in several keyword terms in a specific tag area. These tags become links, and when you click or tap them, they take you to a new page where you can see all of the most recent posts from everyone who included that tag in their posts.

VI. CONCLUSION

Social networking service has become a very common platform for users to have better interaction, sharing culture and promotes brainstorming. SNS is able to enhance the various communication methods. The communication platform of social networking services is based two common factors such as profile and content. However this paper presents the basic architecture of social networking services and its important components of social networking sites.

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